

When recruiting a HealthySteps Specialist, it is important to keep the following in mind:

- Clarify what's most important for both the candidate and the hiring process:
 - Which skills, experience, and temperament/disposition are a priority?
 - What is important for both the hiring manager and the team?
 - Include members of the team for the interview process.
- Review the [HS Specialist Competencies](#):
 - This document describes the dispositions of how a HS Specialist engages with families and colleagues and seven areas of knowledge and skills essential to the role including the vital need for a diversity, equity, inclusion, access, and belonging lens.
- Consider financial sustainability when hiring a HS Specialist.
 - Does your state reimburse for any HS services? If so, learn which credentials are required by checking with your state Medicaid agency or reaching out to the HealthySteps National Office.
- Consider creating an ad for the position instead of just posting the job description.
 - Use catchphrases such as “No nights or weekends,” “No on-call,” and “Help us reach one million babies.” These phrases highlight the positives of the job that may pique a candidate’s interest. Check with your Human Resources department for guidance before posting.
 - Use some of the responsibilities, qualifications, and skills in the ad, or provide a downloadable job description as a link.
- Regularly evaluate your salary to ensure it is commensurate with the credentials you require.

Consider your target audience and post ads in appropriate areas such as the following:

- Indeed.com (many candidates search this website as it consolidates job postings from multiple places, making it an easy single search option). Also:
 - Purchase a sponsored ad. This keeps your posting at the top of page 1 for many weeks.
 - Ensure the ad uses key words such as *social worker, therapist, psychologist, counselor, child development* (search terms should be related to the position’s requirements and credentials).

- Local and state professional associations and graduate programs (if you do not have access to professional listservs, connect with colleagues and staff who might be able to help). Try:
 - National Association of Social Workers – (your state chapter)
 - Psychological Association – (your state chapter)
 - Infant Mental Health Association – (your state chapter, if there is one)
 - Graduate school program’s alumni listservs or email blasts. If the position allows a non-licensed candidate, you could advertise to upcoming graduates.
- HealthySteps Connect (our private communication platform for HS sites, also known as HSX):
 - You will need portal access to do this. If you are a new practice and do not yet have portal access, please send your ad copy to your Training and Technical Assistance Specialist to post.
 - Once posted on HS Connect, the National Office will highlight it in the next issue of our monthly newsletter, *NextSteps*.

Additional hiring support: [Resources for Hiring and Orientation - HealthySteps](#) (includes a sample job description, interview questions, and more.)